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Abstract of the Disclosure

A selective call radio apparatus includes a display unit, a storage unit for storing messages, an operation unit used to input instructions and data, a message receiving unit, and a control The control unit reads out the messages from the storage unit to display on the display unit in a first display attribute in a message display mode in response to a display instruction Also, the 10 supplied from the operation unit. control unit displays a new messages on the display unit in a second display attribute different from the first display attribute when the new message is received by the message receiving unit during the display of the messages.